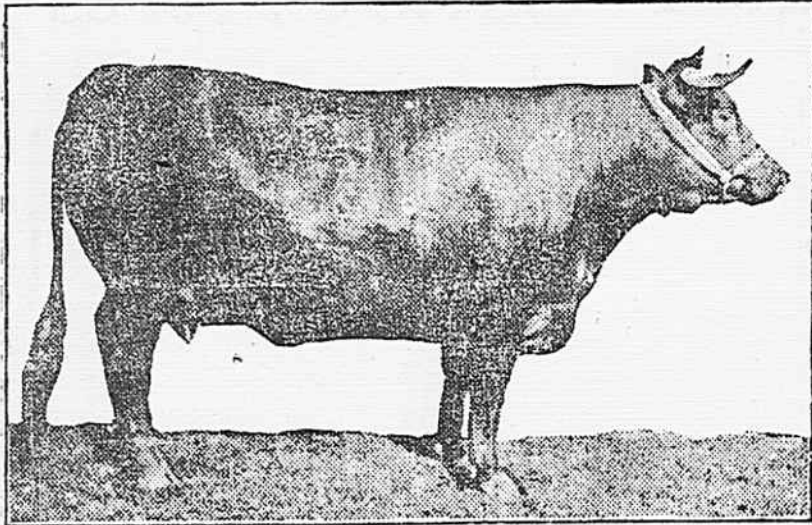


FEW SUGGESTIONS FOR THE DAIRYMAN



South Devon Cattle.

South Devon cattle are leaping into fame in England, because they combine the dual capacity of milk and beef. They are heavy milkers, a good cow giving from 60 to 65 pounds of milk in 24 hours, with a percentage of butter fat from 4. to 4.30. They also mature at an early date. Steers from 22 months to 24 months very often turn the scale at from 700 to 750 (dead weight). The shapeliness of the breed will be realized from the illustration.

(By L. M. BENNINGTON.)

Never allow the milk to stand a moment longer than is absolutely necessary after the cream has been taken from it through the separator. Set the cream in cold water and stir until all the animal heat has been removed.

Always cool milk in the summer and winter just the same and never on any account mix the morning and evening milk.

If you must use the old-fashioned crocks keep them covered every moment in which they contain milk.

The New England farmer gets from 2 to 3 cents per quart more for the best class of milk than western farmers. This is due almost entirely to the fact that the eastern men pursue better dairy methods than we of the west.

The dairyman that cannot make an average net profit of from \$35 to \$50 per cow every year ought to get out of the business. The first-class dairyman will do much better than that.

Nobody will deny that dairying is hard work, but it brings in the cash and brings it every month.

Any man who owns five good cows and sells butter cannot afford to be without a separator.

A separator will secure more butter fat from a herd of 10 cows than can be obtained even by the very best methods of raising cream by gravitation—enough more we should say to pay for itself the first year.

The separator not only saves more of the butter fat but makes it easier to make good butter.

The separator leaves the skim milk in better shape for feeding to calves and pigs than the ordinary skim milk.

Read, think, question your neighbors the boys and the hired man. Find out what other people think about

farm work and then test their knowledge by your own experiments. That sort of farming is way ahead of the guesswork.

No man can call himself a good farmer until he has acquired the knack of buying and selling.

Our experience is that nine out of ten orchard failures are due entirely to the unskilled management or laziness of the owner. While fruit, particularly apples and peaches, require less labor and attention than any other farm crop, value considered, it is nearly always the most neglected.

People who expect a reward for kindness are often embittered by their failure to receive it. But a real kindness, one without a string to it, always help seems to be this: Those men brings its own reward.

The trouble with American farm worth having are hustling on a place or their own or are away at college getting grounded in twentieth century methods of agriculture. Those who are content to work under a boss for any length of time are generally not the best of help.

The way to make haste with the farm work is to get completely ready for it before starting and then push it without interruption. Begin in time to keep everlastingly at it until completed.

Farmers who sell vegetables, milk and fruit direct to the city customers are often tempted to cut prices to get business from a competitor. Don't do it. Better improve the quality of your stuff or put it up in more attractive packages. The best will always bring top prices and when price-cutting begins it is hard to stop. Then, too, do not forget that the only person benefited is the buyer while both your competitor and you are the losers.

Advertising Talks

HUMOR IS FOUND IN ADVERTISING

Desire to Draw Trade Crops Out in Unexpected Places and at Odd Times.

Undoubtedly a real genius is responsible for the pronouncement that it takes a rich man to draw a check, a pretty girl to draw attention, a horse to draw a cart, a mustard plaster to draw the skin, a toper to draw a cork, a free lunch to draw a crowd, and an advertisement to draw trade.

It is along this latter line, for the purpose of drawing trade, that a newspaper exclusively for beggars is published in Paris. Its columns are filled with notices of funerals, baptisms, weddings and other social and public events calculated to guarantee generous responses to pathetic appeals from the beggars who, thus apprised, flock to the scene of the functions, night or day.

A choice sample of humor in advertising is furnished by the notice of dissolution of a disastrous business venture between two gentlemen of color in the south. The following bon mot for insertion in the local paper was penned by the survivor of the wreck.

"De copartnership heretofore existing twixt Mose Skinner en me am dis day resolved. Dem what owes de firm will settle wid me, en dem what de firm owes will settle wid Mose."

About the last place in which one would look for advertising is the churchyard, but it has been demonstrated that even there all is fish that comes to the net of the far-reaching advertiser. It is recorded of a certain shopkeeper possessing a grim sense of humor that he had his grave dug and a tombstone erected at its head some years before his death. On the marble he caused to be inscribed: "Here lies John Emerson, the Best Hatter in Ohio."

A Canadian firm went this one better. The senior partner having passed to his reward, his business associates erected a monument to his memory. The tombstone bore these words: "Here lies Abram Stokes, founder of the firm of Stokes, Stokes & Co., who for many years have manufactured pickles and bottled fruits. Best of all and without a rival."

For her late husband a grief-stricken widow across the ocean put up a stone with this touching inscription upon it: "Here lies —, dear departed husband of —, who now carries on his business of general outfitter and always gives good value; terms cash."

Bill Nye, the lamented provoker of smiles, once had a cow to sell, or professed to have, and he advertised the animal in this manner:

"Owing to my ill health, I will sell at my residence in the township 19, range 18, according to the government survey, one plush raspberry cow, giving milk frequently. To a man who does not fear death in any form she would be a great boon. She is very much attached to her present home with a stay chain, but she will be sold to anyone who will treat her right. She is one-fourth Shorthorn and three-fourths hyena. I will also throw in a double-barreled shotgun, which goes with her. In May she usually goes away for a week or two and returns with a tall red calf with wobbly legs. Her name is Rose. I would rather sell to a non-resident."

In the want columns of an English newspaper not long since appeared the following notice: "Widower, living retired, without encumbrance, would like to correspond with lady about forty, with small means, with one leg preferred, with a view to an early marriage." It is to be regretted that the advertiser did not explain why he preferred a one-legged helpmate.

Another Englishman in his home paper boldly declared his want of a wife, "who must be quite dumb and deaf, at least fifty years of age, and who hates music, children, pet dogs and strong drink."

City Will Advertise.

Pasadena, Cal., will be well advertised, both in the north and south, in the fall and winter months. At a recent meeting of the board of trade directors it was decided to send sets of the latest Pasadena stereopticon views to the California development board, for exhibition at the board's lectures in the Ferry building, San Francisco. Similar sets will also be sent the Radnor World's Fair tour at San Antonio, Texas, the lectures being under the supervision of A. L. Ekman, the president, and for the purpose of attracting large numbers of people to visit the Pacific coast during the Panama-Pacific exposition at San Francisco in 1915.

Difference Between Advertisers.
The tyro waits until conditions are "right" for advertising before he begins. The man who has made his success, and is still making it, used advertising as a force to make conditions right. Therein lies a big difference in men which will explain many successes and many failures.

Backache

Miss Myrtle Cothrum, of Russellville, Ala., says: "For nearly a year, I suffered with terrible backache, pains in my limbs, and my head ached nearly all the time. Our family doctor treated me, but only gave me temporary relief. I was certainly in bad health. My school teacher advised me to

TAKE

Cardui

The Woman's Tonic

I took two bottles, in all, and was cured. I shall always praise Cardui to sick and suffering women." If you suffer from pains peculiar to weak women, such as headache, backache, or other symptoms of womanly trouble, or if you merely need a tonic for that tired, nervous, worn-out feeling, try Cardui. B-35



The Youth's Companion

No Present like it for any one in any home at any price.

Give it to whom you will, you will find all the family looking for it. It is more than 52 numbers filled with delightful reading—it is an influence for all that is best in home and American life.

52 times a year—not 12

Christmas Coupon

Cut this out and send it with \$2.00 for The Companion for 1914, and we will send FREE all the issues for the remaining weeks of 1913 and The Companion Practical Home Calendar for 1914.

THE YOUTH'S COMPANION
144 Berkeley Street
Boston, Mass.

Subscriptions Received at this Office
See Our Family Combination Offer Elsewhere

Ginning Notice.

We notify our patrons that our ginnery will close down from December 23 to 28; and commencing December 30th we will gin only two days in the week, Tuesday and Friday.

Beaver Dam Mill.

NOTICE TO FARMERS:

The Charlotte Semi-Weekly Observer is the only newspaper in the South that allows farmers to advertise free of charge, and The Semi-Weekly Observer prints all the news that's fit to print. Do you want anything? Have you anything to sell. Send your advertisement and it will be published three times free of charge and you will get the paper two weeks FREE. Address,

The Charlotte Semi-Weekly Observer,
CHARLOTTE, N. C.

Cures Old Sores, Other Remedies Won't Cure. The worst cases, no matter of how long standing, are cured by the wonderful, old reliable Dr. Foster's Antiseptic Healing Oil. It relieves Pain and Heals at the same time. 25c, 50c, \$1.00



Prevents Worry and Fear

AT THE LAST MOMENT it was necessary to postpone the visit to relatives in a distant city. Anything short of a full explanation would cause worry and fear. What could be done?

The Long Distance Bell Telephone solved the problem. A personal talk cleared up the situation, dispelled worry and completed plans for a visit at a later date.

In every day, personal affairs the Long Distance Bell Telephone can save you worry, inconvenience and loss of time. Why not try it?

By the way, have you a Bell Telephone?



SOUTHERN BELL TELEPHONE
AND TELEGRAPH COMPANY

Don't Read

If not interested. But you are obliged to be interested where money is to be saved in the purchase of necessities of life both for yourself and livestock. We are now in our warehouse, corner of Fenwick and Cumming streets, two blocks from the Union Passenger Station where we have the most modern warehouse in Augusta with floor space of 24,800 square feet and it is literally packed with Groceries and feeds from cellar to roof. Our stock must be seen to be appreciated. Our expenses are at least \$450.00 a month less since discontinuing our store at 863 Broad street, and as goods are unloaded from cars to warehouse, we are in a position to name very close prices. If you really want the worth of your money see or write us

ARRINGTON BROS. & CO.

Augusta, Ga.

Farm Land Bargains

50,000 acres of improved and unimproved lands at prices that will sell them. These lands are situated in "Wire-Grass Georgia" the best farming section in the state. No terracing and no irrigation.

302½ acres, 65 under cultivation, 85 acres fenced, mostly wire, 55 eared, not broke. Near three churches, good school; on one public ad and nearing another. Good 4-room frame house, two fire places, good barn and good well. 10 miles to two good markets. Rents for 300 cash per year. Will sell for \$15 per acre cash.

175 acres, one and one half miles from Lumber City, Ga.; 90 acres eared, stumped and under cultivation; extra good 4-room house, two e places; good barn; good well also spring on place. 130 pecan trees free years old and all under good wire fence. For quick sale will take 25 per acre.

These lands have good clay sub-soil and we have a number of others high we can not describe in this space. If these do not suit you let us hear from you and we will give you further information. If not as represented will pay your railroad fare.

A. J. Wismer & Co.

Lumber City, Georgia.

FIRE INSURANCE

E. J. NORRIS, Agent
Edgefield, South Carolina

Representing the HOME INSURANCE COMPANY, of New York, and the old HARTFORD, of Hartford, Connecticut.

The HOME has a greater Capital and Surplus combined than any other company.

The HARTFORD is the leading company of the World, doing a greater Fire business than any other Co.

See Insurance Reports

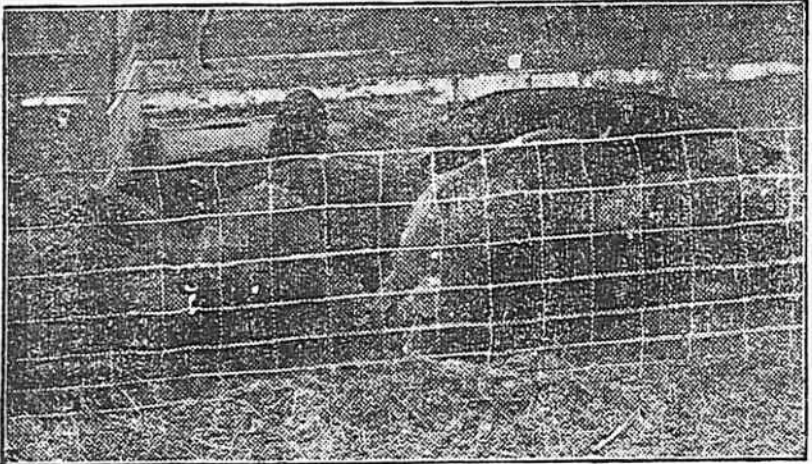
PRUDENTIAL
LIFE

"HAS THE STRENGTH OF GIBALTAR."

E. J. Norris,

FIRE AND LIFE INSURANCE.

COMMON SENSE FOUND IN THE HOG LOT



Pure-Bred China Poland Hogs.

Few things are more displeasing than to see a lot of heterogeneous pigs following an old scrub sow around the farm.

They are unsatisfactory to the feed lot and unprofitable to the farmer. There is no good excuse for keeping scrub sows. The brood sow should be large, roomy and stand well on her toes. The shoulders should be smooth and deep, back wide and slightly arched. There should be ample room for heart and lungs provided

by a wide and deep chest, well sprung ribs and straight, deep sides a deep roomy body from end to end.

The sow should show quality, but not at the expense of constitution and vigor.

When a sow has shown herself to be a prolific breeder she should be retained as long as her reproductive powers are maintained.

Large, well developed sows will bring more and better pigs than young undeveloped sows.—A. J. L.

GENERAL FARM NOTES

A poor milkman will soon spoil a good milk cow.

Good molasses is an excellent food tonic for stock.

Give those fall pigs every possible chance these days.

It takes good soil and good farming to raise a mortgage.

More money for the cattle will assure more cattle for the money.

No sheep breeder ever lost money by paying a fair price for a thoroughly good breeding ram.

Sam Saxon says that a mule has about 1,000 pounds of will power. A larger mule has more.

The best remedy for disease is to take such good care of your fowls that they will not become diseased.

A little mustard seed is a fine thing for moulting fowls.

Speaking of farm clubs, the milk-stool is the least profitable.

A lazy man has no business in the poultry business. Neither has a lazy hen.

There is good muscle and bone in skimmed milk. Give the calves a chance to get it out.

No drafts in the poultry house at night should be allowed. Ventilation must come some other way.

Remember that scrubbing the milk-cans, inside or out, with harsh, gritty substances, wears off the tin and soon spoils them.

It is not always the high-priced birds that are the best for the farm flock, but healthy, vigorous birds are cheapest at any price.

Dirty, moist potatoes do not keep as well as clean, dry ones. None should be left lying on top of the ground over night.